

PHILIP MORRIS INCORPORATED
INTER-OFFICE CORRESPONDENCE

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Smok - Holtzman
[Signature]

To: • See Below
From: • Alexander Holtzman
Subject: • Scientific Reaction to Low Tar Cigarettes

Date: January 27, 1976

I think you will be interested in the attached item from the January 9 issue of The Cancer Letter dealing with the "new generation" of low tar and nicotine brands.

Some points of interest are the following:

1. Dr. Wynder says that a 15mg cigarette, at one pack per day, would pose no threat to health. Dr. Gori disagrees and pegs the "safe" level at a maximum of 5mg.
2. A survey conducted among National Cancer Institute staff members turned up the opinion that Merit and Kent Golden Lights are acceptable to confirmed smokers, while Now probably is not. A similar survey by The Cancer Letter found that Now was as good as the others and that all were acceptable. Carlton, with 5mg and Lucky Ten with 10mg were equally accepted.
3. Gori is quoted as saying that manufacturers have conducted their own research in the engineering of new methods but they have utilized techniques in this Smoking and Health program to produce this "new generation" of cigarettes. He also says that manufacturers must continue to improve ways to put flavor into low tar and nicotine cigarettes.
4. Gori says that 0.5mg of nicotine and 5mg of carbon monoxide are probably the maximum safe levels. Merit is stated to have 11mg of carbon monoxide.

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5. Gori seems to anticipate the development of a safe cigarette in four or five years, and that the smoking and health program could start phasing itself out within two years.
6. Wynder feels the trend downward in "cigarette-related" deaths has already started.
7. The author credits the tobacco industry with helping to create an awareness that some cigarettes are safer than others by spending three-fourths of its advertising budget on brands at or under the average of 18mg tar content.


Alexander Holtzman

AH/f

Attachment

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